



## CASE STUDY

# Conquering the Niche Segment: Edel Assurance Drives over 40 Million Impressions & High Value Leads through Performance Marketing!

Brand

## **EDEL ASSURANCE**

*Edel Assurance stands out as a distinguished and reputable company specialising in offering extended warranty solutions tailored to premium vehicles. With a steadfast dedication to customer satisfaction, Edel Assurance has established itself as a reliable partner in safeguarding the investments made in the high-end automobiles.*

### **PREPARED BY:**

Headlight Media Private Limited

## CHALLENGE

Edel Assurance faced the formidable task of penetrating the elusive niche segment of High Net Worth Individuals (HNIs) who own premium vehicles. Reaching this exclusive audience proved challenging due to their selective nature and the need for highly strategic marketing efforts

## SOLUTION

We targeted HNIs where they're most active—social media and search engines. By creating an irresistible, click-worthy creative campaign, we drove strategic outreach through performance campaigns

## EXECUTION

The campaign kicked off with the compelling message- "Never Pay for Your Mercedes Repairs Again," crafted to resonate deeply with the target audience. Extensive market research was conducted to meticulously identify key pincodes where high-value customers were concentrated.

A comprehensive multi-channel campaign was developed, ensuring that every possible touchpoint was covered to drive cross-channel conversions. To mitigate ad fatigue, a diversified approach was taken, using a mix of single images, carousels, and videos to keep the campaign fresh and engaging.

Performance was continuously monitored, with key metrics such as CTR, lead volume, and CPL analyzed in depth. This allowed the focus to be shifted to the most effective platforms, maximizing impact.

To further amplify reach, various lookalike audiences were tested, including website visitors, video viewers, and existing customers. Strategic retargeting was also implemented, ensuring that potential customers who had previously interacted with the brand were consistently reminded of the value proposition throughout their decision-making process. Every step was carefully coordinated, reflecting the thorough planning and precision involved in the execution.

## RESULT

**The results were nothing short of exceptional. Over 12 months, the campaign generated a staggering 40.7 million impressions. More importantly, more than 4,000 leads were captured, with over 59% being highly qualified.**

**The campaign achieved an impressive Return on Ad Spend (ROAS) of 4.5x, in a niche segment demonstrating the effectiveness of the strategic approach.**

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